FSC-84-B	5/11/98

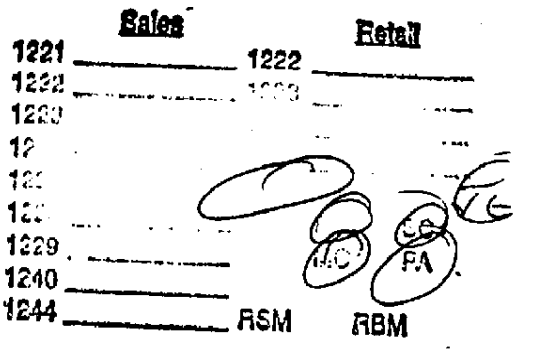
SUBJECT: Competitive Marketing Activities and CATS - May 1998

Response Required? _X_ Yes

Date Required: June 1, 1998

DISTRIBUTION:

X AVP	X KAM	X DM
X RSM	X AM	X RM
X RBM	X AE	___ Sales Rep
X ROM		___ Retail Rep



Objective: Provide timely competitive information on an on-going basis from Field Sales to Winston-Salem.

Purpose: Timely information on competitive marketing activities is critical in order to determine potential impact of these activities on RJR promotions and programs.

Attached is the Competitive Marketing Activities and CATS input report for May 1998. Information for this report should be obtained from all Management as well as Sales Representatives. It is important that the information be reported at the division level **not the region level.**

When large scale sales meetings are scheduled/held by our competitors, it is often an indication of new brand introductions or major new programs. If you hear of any such activities, please call and report to extension #5154 or #7501 immediately or fax to (336) 741-6892.

All new brand introductions, price increases, Direct Account Programs, and any other special activities should be reported ***immediately*** to:

Ed McAtee
(800) 852-8015, extension #5154
Fax: (336) 741-6892

It is not necessary to follow the traditional lines of communication when reporting competitive information. All members of management are encouraged to call Winston-Salem directly. Also, please do not hold competitive information until this report is submitted - mail or fax information as it is received.

Whenever information or competitive items are sent to Winston-Salem, please ensure they are name stamped or identified with the name and division number.

Return attached report as soon as possible but no later than June 1, 1998.

Program Contact: Ed McAtee, extension #5154

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51851 5359

Source: https://www.industrydocuments.ucsf.edu/docs/tspn0000

SPECIAL REQUEST

Division #: _____

Division Manager: _____

Please indicate if the following brands are being sold in your area:

	Yes	No	Comment
(Liggett)			
Eagle	____	____	_____
Epic	____	____	_____
(Star Tobacco)			
Gunsmoke	____	____	_____
Sport	____	____	_____
Main Street	____	____	_____
Vegas	____	____	_____
(Premier Marketing)			
1st Class			
Ultra Buy	____	____	_____
(Darcon International)			
Reno	____	____	_____
(Commonwealth)			
USA Gold	____	____	_____
Country Value	____	____	_____
Sonoma	____	____	_____
Commonwealth	____	____	_____
(Medallion Tobacco)			
USA	____	____	_____
Medallion	____	____	_____
(Direct Marketing Services)			
US1	____	____	_____
(Japan Tobacco)			
Wave	____	____	_____
(Fortune Tobacco Co.)			
Checkers	____	____	_____

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Source: https://www.industrydocuments.ucsf.edu/docs/tspn0000

RETURN BY JUNE 1, 1998

COMPETITIVE MARKETING ACTIVITIES AND CATS

May 1998

Division/Div. # _____

Division Manager _____

Return To:
Mr. E. M. McAtee
10904
Bus. Strategy & Plan./Reynolds 9
FAX #: 336-741-6892

New Brand Alert

List all **new brands** introduced in your Division/District during the month of May only:

- Brown & Williamson _____

  _____

- Lorillard _____

  _____

- Philip Morris _____

  _____

- Liggett _____

  _____

- Other Tobacco Companies _____

  _____

- ***Competitor Meetings***

  It is becoming increasingly important for us to be aware of competitors meeting activities.

  Please report any activities immediately via phone 1-800-852-8015 ext. 5154

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Source: https://www.industrydocuments.ucsf.edu/docs/tspn0000

COMPETITIVE MARKETING ACTIVITIES AND CATS

May 1998

OTHER ACTIVITIES

- List competitive promotions that are in Direct Account Warehouses to be packed, but that have not appeared on the retail trade.

_____

_____

_____

- List below any other competitive activities such as sales force restructuring, activity on Indian Reservations, cigarette outlets, special events, etc.

_____

_____

_____

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Source: https://www.industrydocuments.ucsf.edu/docs/tspn0000

COMPETITIVE AREA TRACKING SYSTEM

CATS

May 1998

Follow the listed guidelines when completing monthly input report:

This report is designed to track primarily premium promotions and some selected coupon/buy some activities.

- Chain divisions are not to submit a report.
- Report promotions only within your division/district boundaries.
- ***Exclude*** any military couponing/premium activity.
- When reporting coupon/premium promotions, report only those that were observed on the retail trade. Report those observed in Direct Accounts on Page 2.
- On blank lines provided, list any premium promotions observed at retail that are not indicated on the form.
- Ensure report is in Winston-Salem by **June 1, 1998**.

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Source: https://www.industrydocuments.ucsf.edu/docs/tspn0000

Division Manager: _____

Division #: _____

Premium Retail Promotions

Legend
- OCC = On Carton Field Affixed Coupon
- ICC = Integrated Coupon Part of Carton
- OPC = ¢ Off Pack Coupon/VPR

MAY 1998

Philip Morris	Yes	No
• B&H - B2G1F	( )	( )
• B&H - Buy 1 carton get 5 packs free	( )	( )
• Marlboro - Redeem miles for free pks at retail	( )	( )
• Marlboro - 20¢ off pack	( )	( )
• Marlboro - $2 off carton	( )	( )
• Marlboro - B4G1F pack	( )	( )
• Marlboro - B4G1F carton	( )	( )
• Marlboro - Free lighter w/2 pks	( )	( )
• Marlboro Menthol - B2G1F	( )	( )
• Merit - B2G1F	( )	( )
• Parliament Lts. - B2G1F	( )	( )
• Virginia Slims - B2G1F	( )	( )
• Virginia Slims - Buy 1 carton get 5 packs free	( )	( )
• Basic - $2 off carton	( )	( )
• Basic - 20¢ off pack	( )	( )
• Basic - B2G1F	( )	( )
• Basic Menthol - B2G1F	( )	( )
• Basic - Buy 8 packs G 2 packs free	( )	( )
P. Lorillard		
• Kent - B1G1F	( )	( )
• Newport - B1G1F	( )	( )
• Newport - 30¢ off pack	( )	( )
• Newport - 40¢ off pack	( )	( )
• Newport - 50¢ off pack	( )	( )
• Maverick - 20¢ off pack	( )	( )
• Maverick - 30¢ off pack	( )	( )
• Maverick - 40¢ off pack	( )	( )
• Maverick - B1G1F	( )	( )
• Old Gold - 30¢ off pack	( )	( )
• Old Gold - 35¢ off pack	( )	( )
• Old Gold - 40¢ off pack	( )	( )
• _____	( )	( )

BAT	Yes	No
• Kool - B1G1F	( )	( )
• Kool - 30¢ off pack	( )	( )
• Kool - 40¢ off pack	( )	( )
• Kool - 50¢ off pack	( )	( )
• Carlton - B1G1F	( )	( )
• Carlton - 20¢ off pack	( )	( )
• Carlton - 30¢ OCC	( )	( )
• Carlton - 40¢ OCC	( )	( )
• GPC - 15¢ off pack	( )	( )
• GPC - 20¢ off pack	( )	( )
• GPC - 30¢ off pack	( )	( )
• GPC - 35¢ off pack	( )	( )
• GPC - 40¢ off pack	( )	( )
• Misty - B1G1F	( )	( )
• Misty - 15¢ off pack	( )	( )
• Misty - 20¢ off pack	( )	( )
• Misty - 30¢ off pack	( )	( )
• _____	( )	( )
• _____	( )	( )
Liggett		
• _____	( )	( )
• _____	( )	( )
Other Tobacco Company		
• _____	( )	( )
• _____	( )	( )

Special Request

Please report the most prevalent (not the highest) coupon/buydown amounts for the following brands. Also indicate if the amounts shown are higher than the previous month and if yes, how much they have gone up.

			Is Amount Higher Than Previous Month		If Yes, By How Much	
	Pack	Carton	Yes	No	Pack	Carton
GPC	—	—	—	—	—	—
Basic	—	—	—	—	—	—
Montclair	—	—	—	—	—	—

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Source: https://www.industrydocuments.ucsf.edu/docs/tspn0000